



MADELEINE HICKS **REAL ESTATE**

Media Release
2 December 2015

Christmas Gives Property Buyers A Competitive Edge

With the holiday season upon us, many buyers decide to hold off purchasing property until the New Year giving serious buyers the opportunity to bag a bargain.

Brisbane's northern suburb property expert Madeleine Hicks said buying property in December and January can be advantageous as there is often a smaller buyer pool vying for their dream home.

"Every year there's a huge drop off in the number of buyers ready to lock down a contract as this is when a lot of people take their holidays," said Mrs Hicks.

"Less buyers mean less competition for those few who are actively looking," she said.

"Buyers generally have some additional bargaining power and can often negotiate themselves a great buy over the summer."

Mrs Hicks said people who are looking for these great buys during the Christmas holidays could benefit by:

- **Getting pre-approval:** having finance approval for a loan and knowing your limit can be a very powerful negotiating chip.
- **Sell first and then buy:** if you have to sell your house, sell it before selecting a home to buy.
- **List of Nine's:** before house hunting, make a list of the nine things that you want and do not want in the new place.

Mrs Hicks said purchasing your new home is all about being prepared and sticking to your budget.

Last December, 69 properties in Brisbane's 4053 postcode area alone sold with a further 85 properties sold in January, 2015.

Buyers interested in capitalising on summer sales can download Mrs Hicks' free report "Madeleine's Powerful Buying Strategies" available at www.madeleinehicks.com.au

About Madeleine Hicks

Madeleine Hicks is a leading Brisbane property expert with 13 years experience in real estate selling residential property in Brisbane's northern suburbs. She is principal of Madeleine Hicks Real Estate in Everton Park.

Ends